

Claims:

1. A hard surface-treating agent, which comprises titanium oxide of an anatase form, a thermoplastic resin and an organic medium, said titanium oxide and said thermoplastic resin being dispersed in the organic medium, wherein the content of said titanium oxide is within the range of 0.05-20wt% and the content of the thermoplastic resin within the range of 0.05-20wt%.
2. The hard surface-treating agent according to claim 1, wherein said organic solvent is a mixture of an organic solvent and water.
3. A stain-proofing agent, which comprises titanium oxide of an anatase form, a thermoplastic resin and an organic medium, said titanium oxide and said thermoplastic resin being dispersed in said organic medium, wherein the content of said titanium oxide is within the range of 0.05-20wt% and the content of said thermoplastic resin within the range of 0.05-20wt%.
4. The stain-proofing agent according to claim 3, wherein said organic solvent is a mixture of an organic solvent and water.
5. A surface treating method, which comprises applying a treating agent comprising titanium oxide of an anatase form, a thermoplastic resin and an organic medium, said titanium oxide and said thermoplastic resin being dispersed in said organic medium, wherein the content of said titanium oxide is within the range of 0.05-20wt% and the content of said thermoplastic resin within the range of 0.05-20wt%.
6. The surface treating method according to claim 5, wherein said titanium oxide has an average particle size of 8-3,000nm.
7. The surface treating method according to claim 5, wherein the content of said titanium oxide is within the range of 0.1-10wt%, and the content of said thermoplastic resin within the range of 0.1-10wt%.
8. The surface treating method according to claim 5, wherein said thermoplastic resin is at least one selected from the group consisting

of polyolefin waxes and derivatives thereof, and polyolefin resins and derivatives thereof.

9. The surface treating method according to claim 5, wherein said thermoplastic resins is at least one selected from the group consisting of polyethylene wax, polyolefin waxes and derivatives thereof, polyolefin resins and modified products thereof.

10. The surface treating method according to claim 5, wherein said surface-treating agent contains an organic solvent.

11. The surface treating method according to claim 5, wherein said surface-treating agent contains at least one selected from the group consisting of organic solvents and mixed solvents of organic solvents and water.

12. The surface treating method according to claim 11, wherein said organic solvents are of a silicone.

13. The surface treating method according to claim 5, wherein said surface-treating agent contains a surfactant.

14. The surface treating method according to claim 5, wherein said organic medium is an organic solvent or a mixture of the organic solvent and water.